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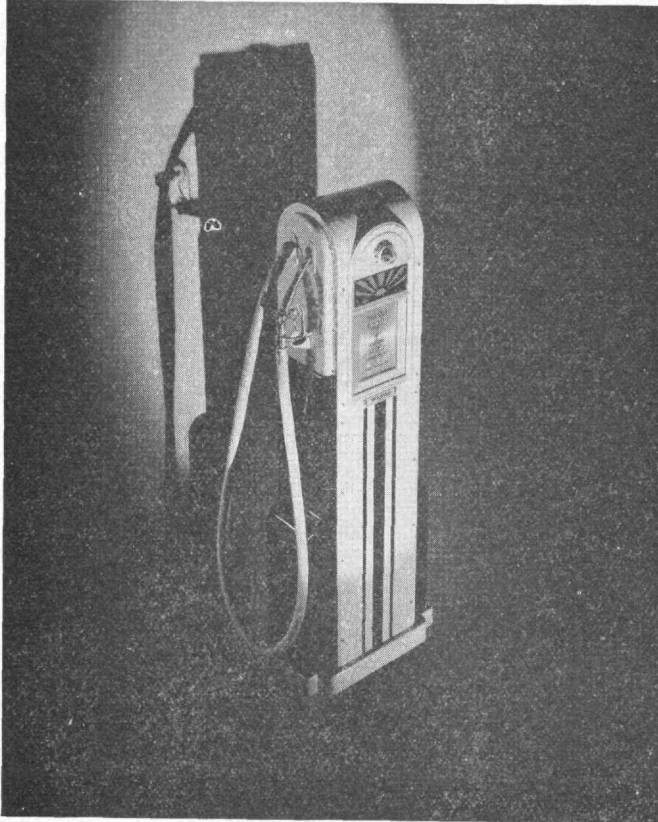
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TRENDS IN DESIGN

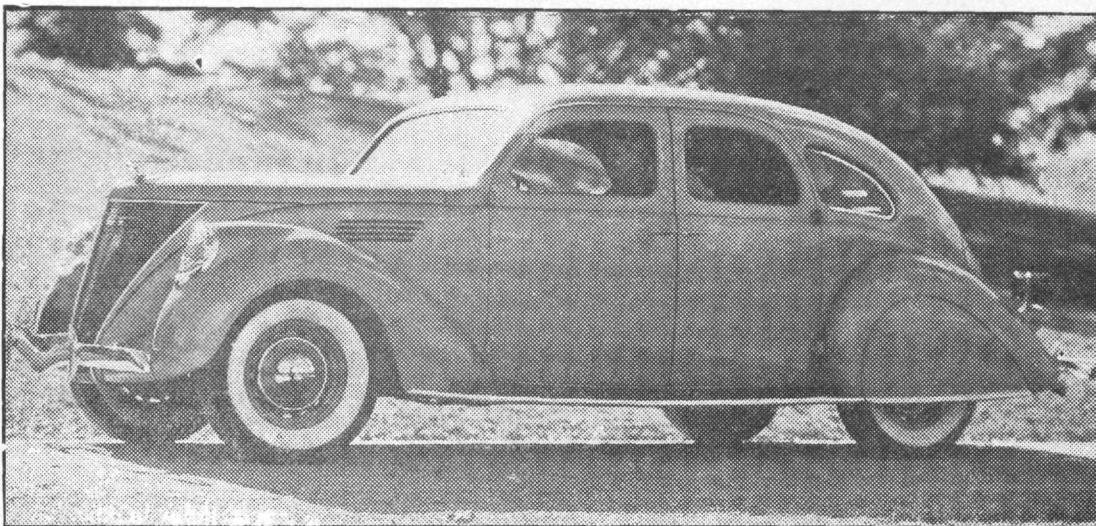


DESIGNS OF THE MONTH that attract the admiration of the nation are found in the automotive field. Modern machinery must precede the creation of a new automobile and the style trends are often reflected in the machines that produce them. New designs of today forecast the styles of tomorrow.

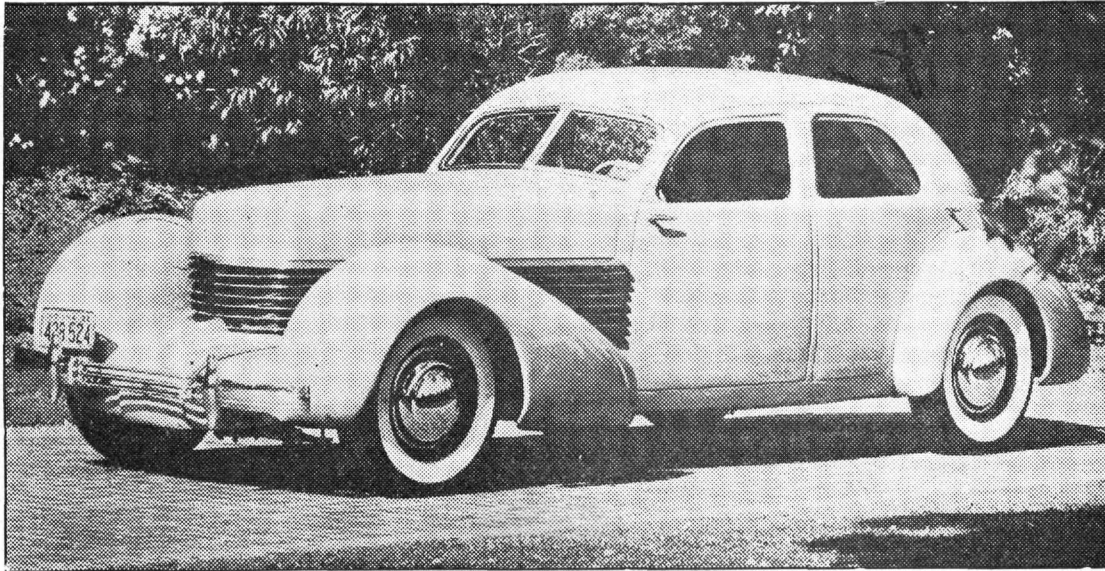


Left—Gasoline dispensers keep pace with the automobiles they serve. This beautiful pump casts its greeting with striking colors and checks the cost of the gasoline on its face.

—Courtesy Wayne Pump Co.



—Courtesy Columbus Dispatch.



—Courtesy Columbus Dispatch.

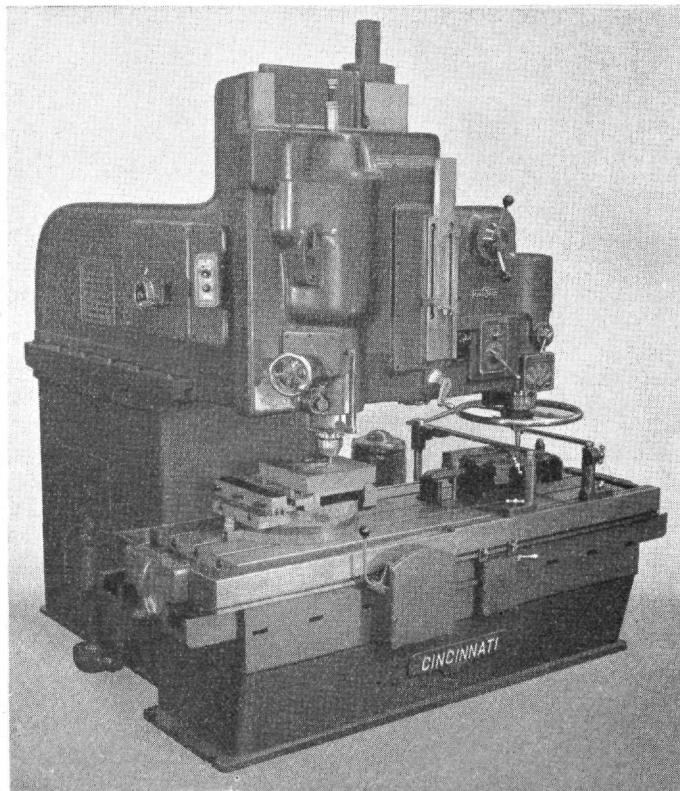
Above—A truly new design for the American automobile appears with the new Cord. A V-8 type of motor drives the car through the front wheels and headlights disappear into the fenders when not in use.



Right—This automatic hydraulically operated die-sinking machine makes the dies used in forming many of the metal parts.



Left—The Lincoln-Zephyr recently made its appearance among the newer automobiles. Strikingly different and beautifully streamlined, this car attracts attention wherever it goes.



—Courtesy Cincinnati Milling Machine Co.